

Station WVBT-TV NORFOLK, VA.  
Advertiser (    ) DSCC IE  
Product D.S.C.C. IE  
Estimate# 1539  
Buyer Dan Nagelberg  
Phone#  
Fax#

Agency (    ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1539  
Flight Dates 09/25/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --  
CLIENT: DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	3P-4P	JERRY SPRINGER	:30	\$175.00	09/25-09/28	2	1	2	\$350.00	
	2	TU-F	4P-5P	STEVE WILKOS	:30	\$250.00	09/25-09/28	3	1	3	\$750.00	
	3	TU-F	10P-1045P	LATE NEWS	:30	\$1,200.00	09/25-09/28	1	1	1	\$1,200.00	
	4	TU-TH	1045P-11P	SPORTSWRAP	:30	\$500.00	09/25-09/27	3	1	3	\$1,500.00	
	5	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$1,000.00	09/29-10/06	1	2	2	\$2,000.00	
	7	TU	8P-9P	RAISING HOPE/BEN & KATE	:30	\$1,800.00	10/02-10/02	1	1	1	\$1,800.00	
	8	W	8P-10P	THE X FACTOR	:30	\$2,500.00	09/26-10/03	1	2	2	\$5,000.00	
	9	TH	8P-9P	THE X FACTOR RESULTS	:30	\$2,500.00	09/27-10/04	1	2	2	\$5,000.00	
	10	SA	730P-11P	FOX COLLEGE FOOTBALL	:30	\$1,200.00	09/29-10/06	1	2	2	\$2,400.00	
	11	SA	7P-730P	COLLEGE FOOTBALL PREGAME	:30	\$600.00	10/06-10/06	1	1	1	\$600.00	
	13	SU	1P-415P	REDSKINS FTBL V. ATLANTA FALCONS	:30	\$10,000.00	10/07-10/07	1	1	1	\$10,000.00	
	14	M-F	3P-4P	JERRY SPRINGER	:30	\$125.00	10/01-10/05	2	1	2	\$250.00	
	15	M	3P-4P	JERRY SPRINGER	:30	\$125.00	10/08-10/08	1	1	1	\$125.00	
	16	M-F	4P-5P	STEVE WILKOS	:30	\$200.00	10/01-10/05	3	1	3	\$600.00	

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	17	M	4P-5P	STEVE WILKOS	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
	18	M-F	10P-1045P	LATE NEWS	:30	\$1,200.00	10/01-10/05	2	1	2	\$2,400.00	
	19	M	10P-1045P	LATE NEWS	:30	\$1,200.00	10/08-10/08	1	1	1	\$1,200.00	
	20	M-TH	1045P-11P	SPORTSWRAP	:30	\$600.00	10/01-10/04	2	1	2	\$1,200.00	
	21	M	1045P-11P	SPORTSWRAP	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	

--REPORT TOTALS--

Report Totals: 33 / \$37,175.00

--SALES MONTHLY TOTALS--

Sep 12: 13 / \$11,000.00    Oct 12: 20 / \$26,175.00  
Sales Totals: 33 / \$37,175.00  
Station Totals: 33 / \$37,175.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$309,792	CATV 0%	WAVY 42%	WGNT 5%	WPXV 0%	WTKR 22%
		WTVZ 2%	WVBT 12%	WVEC 17%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12  
Demos RA35+

---Agency Comment---

EC'd Yes    Last Received: 08/31/2012 10:31 AM    Showing Buylines: All Lines

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PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE